

ORDER



WAVY

Orders
Order / Rev: 202881
Alt Order #: 06848044
Product Desc: 9/25-10/1 S.E.I.U.
Estimate: 1435
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 08/30/12 / 08/30/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K Street Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/SEIU
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN12546
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	16	\$17,875.00	\$15,193.75
10/01/12	10/01/12	7	\$7,200.00	\$6,120.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	16	\$17,875.00	\$15,193.75	0.00
October 2012	7	\$7,200.00	\$6,120.00	0.00
Totals	23	\$25,075.00	\$21,313.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	36%	\$25,075.00
Market	100%	\$69,652.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	1%	\$696.53
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	19%	\$13,234.03
WTVZ	5%	\$3,482.64
WVBT	10%	\$6,965.28
WVEC	29%	\$20,199.31

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	09/29/12	09/29/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News 10 Sa 6a															
SATURDAY EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			1			\$500.00		0.00			
E 2	WAVY	09/29/12	09/29/12		CM	7a-8a	-----S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00

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Advertiser: POL/SEIU
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 Estimate: 1435

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News 10 Sa 7a WAVY News 10 Sa 7a														
SATURDAY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-----S-				1	\$800.00		0.00			
E 3	WAVY	09/30/12	09/30/12	WAVY News 10 Sunday 6a-7a	CM	6a-7a -----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
WAVY News 10 Sunday 6a														
SUNDAY EARLY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-----S				1	\$500.00		0.00			
E 4	WAVY	09/30/12	09/30/12	WAVY News 10 Sunday 7a-8a	CM	7a-8a -----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
WAVY News 10 Sunday 7a														
SUNDAY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-----S				1	\$800.00		0.00			
E 5	WAVY	09/30/12	09/30/12	Today Show Sunday	CM	8a-9a -----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
Today Show Sunday														
SUNDAY TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-----S				1	\$1,200.00		0.00			
E 6	WAVY	09/25/12	09/28/12	Today Show 2	CM	9a-10a -TWTF--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
Today Show 2														
TODAY SHOW 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-TWTF--				1	\$500.00		0.00			
E 7	WAVY	09/25/12	09/28/12	Today Show 3	CM	10a-11a -TWTF--	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
Today Show 3														
TODAY SHOW 3														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-TWTF--				1	\$400.00		0.00			
E 8	WAVY	09/25/12	09/28/12	WAVY News 10 @ Noon	CM	12p-1p -TWTF--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
News 10 @ Noon														
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-TWTF--				1	\$300.00		0.00			
E 9	WAVY	09/25/12	09/28/12	WAVY News 10 @ 5p	CM	5p-530p -TWTF--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
News 10 @ 5p														
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-TWTF--				1	\$1,800.00		0.00			
E 10	WAVY	09/25/12	09/28/12	WAVY News 10 @ 530p	CM	530p-6p -TWTF--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
News 10 @ 530p														
530PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-TWTF--				1	\$1,800.00		0.00			
E 11	WAVY	09/25/12	09/28/12	M-F 7-730p	CM	7-730p -TWTF--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
M-F 7-730p														
ENTERTAINMENT TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-TWTF--				1	\$1,500.00		0.00			
E 12	WAVY	09/25/12	09/28/12	M-F 730-8p	CM	730-8p -TWTF--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
M-F 730-8p														
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-TWTF--				1	\$1,500.00		0.00			
E 13	WAVY	09/28/12	09/28/12	Fri Hour 2	CM	9p-10p ----F--	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
Friday 9-10p														
grimm														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		----F--				1	\$2,500.00		0.00			
E 14	WAVY	09/28/12	09/28/12		CM	10p-11p ----F--	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00

